

Suggestion System

Analyzing a Suggestion

- No idea is too small or too far fetched to be considered by the Suggestion System.

Each and every suggestion is studied and reviewed thoroughly. If it is technical in nature or involves specialized areas, it will be sent to experts for analysis before a decision is made about it.

Sometimes, the full impact of an idea may not be realized until months after it has been instituted. What works out well on paper, many times turns out to be even a better idea when it is put into practice.

Emil Olson, Senior Buyer in needlework and notions and chairman of the suggestion system committee says that there are two types of suggestions which are the best kind.

One will improve the saleability of an item and the other will save the company money and control expenses.

Three basic awards are given for suggestions: regular, local and coincidental. Both certificates and monetary awards are given for all.

A regular award is a unique and useable idea.

If an idea is good and should be put into effect but is applicable only to the store or department from which it was submitted, it will be marked local.

If an idea is not entirely new, but is timely and worth recognition, then it will be designated coincidental.

A Top Notcher award is given to someone after they have already received five regular awards.

After filling out a suggestion form, you must send it back to the Suggestion System office at KIH, headed by Barbara Ritchey.

The suggestion is dated, categorized and given a number. Then it is read and sent off to the appropriate department head who will read and evaluate its merit. They send it back to the suggestion system office and a letter is mailed to the suggester.

If a suggestion cannot be accepted, a letter is also sent to the suggester indicating why.

The concept of the suggestion system is to motivate the employees to communicate their ideas to the company in hopes of helping K mart to run smoother and more efficiently.

Here in this issue we have published some of the best regular awards.

Regular Awards

Dean A. Scott, 7503, Petersburg, VA—

Reference Chart on Gas Caps: Since we carry several gas locking caps to fit several cars, most of the time one cap may fit several automobiles.

The K-4617/K-4610 gas cap fits several cars with no major adjustment. After the model number on the chart there is an asterisk (*). This means that if you own this model you must remove the throw-away cover.

Almost all our customers don't remove this cover which means this correct cap won't fit due to lack of observation. I suggest that they be more highlighted, or use a separate card for this cap. Almost all of our refunds on this cap are due to the asterisk and its position.

Patricia Timney, 3118, Philadelphia, PA—

Record of Outbound Shipments Pages:

Instead of a large remarks column, they should have a column for you to record outbound shipments (Route Carrier name). It is a lot easier to check the advice if there is a problem with your shipment once it leaves the store.

Peter A. Niedzwiedzki, K mart 3107, Beloit, WI—

Control of Misrouted Merchandise: About two years ago I submitted the idea about putting controls on misrouted merchandise before this merchandise was sent back with the truck driver. There was no way of knowing if the merchandise was taken back to the terminal or not. I suggested that the merchandise be taken as part of the store's merchandise and memo'd. Mr. Wies, the Security D.M., said my suggestion would save the company a lot of money because we would have tighter control over misrouted merchandise.

Richard A. LeCoursier, K mart 4204, Warren, MI—

Photo Finishing Lab: I have designed and installed a film transport system for conveying film from the printer's work station to the finishing station, thereby eliminating the need for the finishing operator to leave his/her station and walk to the printer's station to pick up the film. This will save time and increase productivity of the finishing operator as well as save time and handling for the printer. Installation of this system workflow has greatly improved processing of customer orders.

James E. Krall, 7326, Grand Rapids, MN—

Pharmacy—Generic substitution sign:

I suggested changing the present sign "Generic—Substitution made when permissible" to read "Generic—Substitution made when permissible using F.D.A. Govt approved generics."

This sign will increase our prestige as selling high quality pharmaceuticals. Fewer customers will question the quality of our medications. The television programs "20/20" and "60 Minutes" have brought to the attention of the public that some pharmacies sell unapproved generic drugs. This sign would reassure the customer that we sell government approved generics.

Dennis J. Jaber, K mart 7549, Centerville, OH—

Rainchecks—Accepted by any K mart:

I suggested all rainchecks should be imprinted with "This raincheck will be accepted at any K mart, Kresge, or Jupiter in the United States providing store has merchandise in stock."

This will be a convenience to the customer, will promote goodwill towards K mart and insure quicker customer satisfaction.

Rita A. Bartus, Krege 327, Birmingham, MI—

Solution for removing price stickers:

I suggested using a brush-top spot remover for removing price stickers and residue from books. Hundreds of dollars worth of books can be saved as well as much time. One bottle of spot remover goes a long way and removal takes just a few seconds.

Randall W. Dennis, K mart 9100, Cambridge, OH—

"Team" concept slogan:

I suggest that we have a team concept slogan that reads as follows:

K mart
Together-we
Each-will
Accomplish
More

This would be good for employee morale. It is good to have a slogan that employees can refer to and use as an incentive towards working together as a team to make the organization run as smoothly as possible.

Sally K. Dossett, K mart 4841, Sioux Falls, SD—

Pump dispenser applied to K mart baby shampoo:

A pump dispenser should be applied to the K mart baby shampoo. Johnson & Johnson has not come out with this idea yet. It would be beneficial to K mart to incorporate this into our already good-selling item because it would be a great convenience for mothers and fathers. It is very hard and cumbersome to handle a baby while trying to uncork the cap off the shampoo bottle.

Calie M. Silvers, 4178, Rapid City, SD—

KE-Archery bows safety security system:

I suggested we take the smallest padlock available from hardware and secure the compound bows by locking the string and two cables together where the securities were. This is a lot safer and provides personal access to each customer. The locks cannot be removed except by an employee, unlike the security fasteners, which were often cut.

Compound bows are as dangerous as a rifle when left unattended. Customers understand that this security measure is taken for their safety.

Laurel L. Klepetek, K mart 7475, Wausau, WI—

Loading docks have yellow band on concrete curbs in truckwell:

Our new K mart is equipped with two docks that have a median strip of cement of about six inches thick by about two feet wide and also have two cat walks on each side. I suggested painting both median strips and cat walks yellow. The truck drivers have trouble backing up because from inside the cab it all looks level and hard to determine. We have a guard rail and well on one side and the new stairs will on the other.

This will save K mart money from not only chipping out concrete and scratching the wall, but will also help keep the trucks from backing into the store wall and causing considerable damage.

Reva Kalwaria, K mart 9274, Greenwich, NY—

Automotive—shock absorber display:

The present shock display does not allow all shock numbers to be displayed. Many numbers are kept in the stock room and the customer must ask for them.

Because we are primarily a self-serve store, many customers not seeing a place for them on the counter assume that if it's not on display, we don't sell them.

The result is lost sales. I suggested that

we display a sign that says, "Shocks not displayed are available from sales clerk."

Debra K. Vallner, 7191, Fond Du Lac, WI—

Batch Reference in 605 Ledger:

I suggested adding a space in the outbound merchandise claims control ledger for reference to the batch page or number that the claim appears on.

Michael A. Benson, 3165, Marietta, GA—

Flashlite Battery Logo: I noticed in our Atlanta newspaper that Sears has picked up their "Die Hard" battery logo and used it on their private label flashlite batteries. I first sent this idea to my D.M. to see what he thought. I am now submitting it to the suggestion system since we had a "name the battery contest" in Auto. I think we should use our new name on our private label batteries.

Wanda L. Chestnut, 7151, Vista, CA—

Push broom handle with metal insert:

The handle and broom head should have a metal inset in the broom head and on the broom handle. The broom would last longer and we wouldn't have to order as often.